



Movie Marketing Campaign

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PREMISE



Despicable Me 4 is a continuation of the original series. Despicable Me 3 left off with the family being together at Gru and Lucy's wedding.

This transition is the next step in Gru's and Lucy's lives conquering the Anti-Villain League. The film explores how their kids will contribute to the process as the world is ending.



Releasing in theaters July 3, 2024



THEMES



Importance of Family

For over a decade, families have come together to celebrate the characters. The “family” connection between Gru and his minions resonates the importance of family.

Incorporating family and good values as a theme will encourage parents and children to attend the movie.



Trials Breed Unison

Though the world is ending and the minions are scared, they take their trials, and ban together to stop the world from ending.

They turn their trials into tribulations.



Teamwork is Built on Trust

The family members must work together through conflict to recognize each of their roles on the team when the world is ending.

Parents enjoy the aspect of teamwork and trust as it reminds young viewers of good values and morals.



UNIVERSAL TRUTH



Family is the compass that guides us

The connection between a family creates a greater bond than any set of individuals could make. When family members come together, there is an unmistakable connection because of the experiences they share.

If two individuals come together without this bond from shared experiences, they aren't able to be as powerful as family members can be.





POSITIONING STATEMENT



For young children, Illumination fans, and parents, who value the importance of family, teamwork that is built on trust, and working together through trials to breed unison.

Unlike other animated series such as the Lion King, our campaign will engage consumers through unique activations that bring Despicable Me fans together again.



COMPETITORS



Mufasa: The Lion King will release July 5, 2024, two days after the Despicable Me 4 release. Consumers constrained by their amount of disposable income, will have to choose which movie to see.

Young children, Illumination fans, and parents will choose Despicable Me 4 over our competitor's because of our experiential marketing initiatives.

They are already fans of the franchise and prefer animated films over live action movies.





TARGET AUDIENCE



Young children



- Love animation films, watching TV, playing with their friends
- Fans of the series
- Spend time on social media and consuming entertainment

Illumination fans



- Love going to the movies, collecting merchandise, and consuming entertainment
- Grown up with the series since 2010

Parents



- Spend time with their children
- Enjoy going to the movies
- They want their kids to be influenced positively through the entertainment they consume



TAG LINE



Don't Be Despicable!



PRELAUNCH



Teaser

- Family and explosion
- Hero walk
- Yellow, orange, blue colors
- Cutting to the action, explosive, smoke



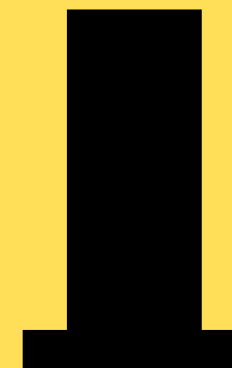
Trailer

- Return of the franchise
- Depict parts of the plot including narratives, soundtracks, and features



Key Art

- Print (Billboards, posters)
- Explosion with family together
- Tagline "Don't be Despicable"



PRELAUNCH CONTINUED

@illuminationfan4 I'm going bananas while playing the Despicable Me 4 AR scavenger hunt!

TV/Social Spot

- Each family member's storylines
- Sunday Football Game Spot showing teaser and trailer

Experiential

- Interactive AR Scavenger Hunt Throughout Universal Studios theme park to win discount codes





LAUNCH

Social Collaborations

- Target
- Starface
- La La Land Cafe
- Girls Crew
- Homesick

Social Media Spots

- Don't Be Despicable Dance
- Influencer Posts

User-generated Content

- Collaborations
- PR Gifting
- In-person activations





POST-LAUNCH



TV Spots

- Showing different storylines of characters on streaming services (Peacock, Universal Kids, HBO) that cater to demographics

Game Spots

- Sunday Football

User-generated Content

- UGC content posted to owned media channels

@infatuation_la We loved trying the new Despicable Me treats and drinks at La La Land Cafe! #don'tbedespicable



@illuminationfan4 Dancing because I can't wait to see Despicable Me 4 ❤️ #don'tbedespicable



CAMPAIGN BUDGET



Production \$25M	Cost	Media \$70M	Cost
Teaser	3M	<ul style="list-style-type: none"> 75 Theater Teaser Spot YouTube Advertising 75 TV Spots 	<ul style="list-style-type: none"> 150K/ spot = 1M 2M 200K/ spot = 1.5M
1 Trailer	4M	<ul style="list-style-type: none"> 150 Theater Trailer Spots YouTube Advertising 200 Social Media Advertising spots 	<ul style="list-style-type: none"> 200K/ spot = 3M 4M Sponsored posts/ Influencer Collabs- 10M, Social media advertisements- 10M (5M Instagram, 5M TikTok)
Key Art	2M	<ul style="list-style-type: none"> Key Art Advertising AR Scavenger Hunt posters 	<ul style="list-style-type: none"> 10K-50K/ per day (billboards La Cienega and Times Square), 100K/ per day (bus stops) 500K
Brand Collaborations	5M (total)	<ul style="list-style-type: none"> Social Media Advertising Influencer Sponsorships (Attend events and post) 	<ul style="list-style-type: none"> 2.5M 10M (2M per brand collaboration)
Interactive AR Scavenger Hunt Throughout Universal	6M	<ul style="list-style-type: none"> Social Media Advertising Influencer Sponsorships (Cover event experiences and posts) 	<ul style="list-style-type: none"> Instagram ads (1M), TikTok ads (1M) 2.5M
Super Bowl Advertisement	5M	<ul style="list-style-type: none"> 1 Super Bowl Commercial Spot 	<ul style="list-style-type: none"> 11M



CAMPAIGN TIMELINE



11/03/2023
Teaser release,
social ads for teaser
release

02/11/2024
Super Bowl spots and
trailer release

05/03/2024
Brand collabs, influencer
posts, and AR scavenger
hunt release

10/03/2024
UGC content release, TV
spots announcements on
streaming services

02/03/2024
Billboards, TV spots
release

03/15/2024
Social ads release

07/03/2024
Movie releases



THANK YOU!



DESPICABLE ME 4

